

Fallbrook Village Sub-Area Plan

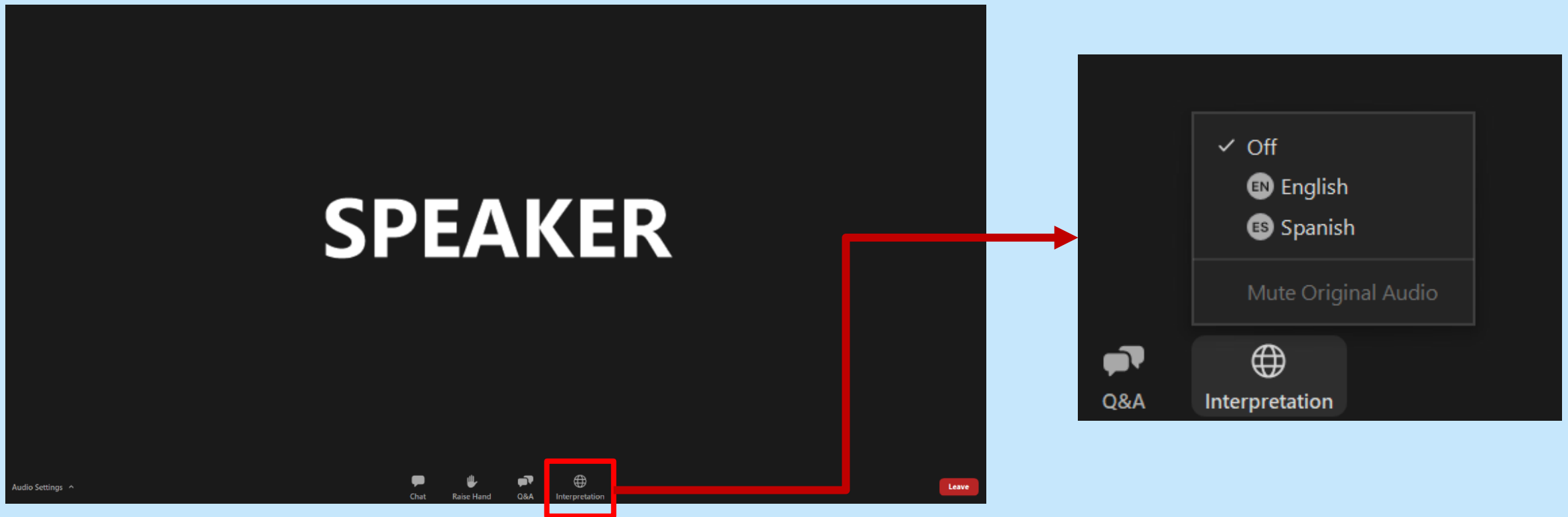
COMMUNITY WORKSHOP #1

September 22, 2021

County of San Diego
Planning and Development Services

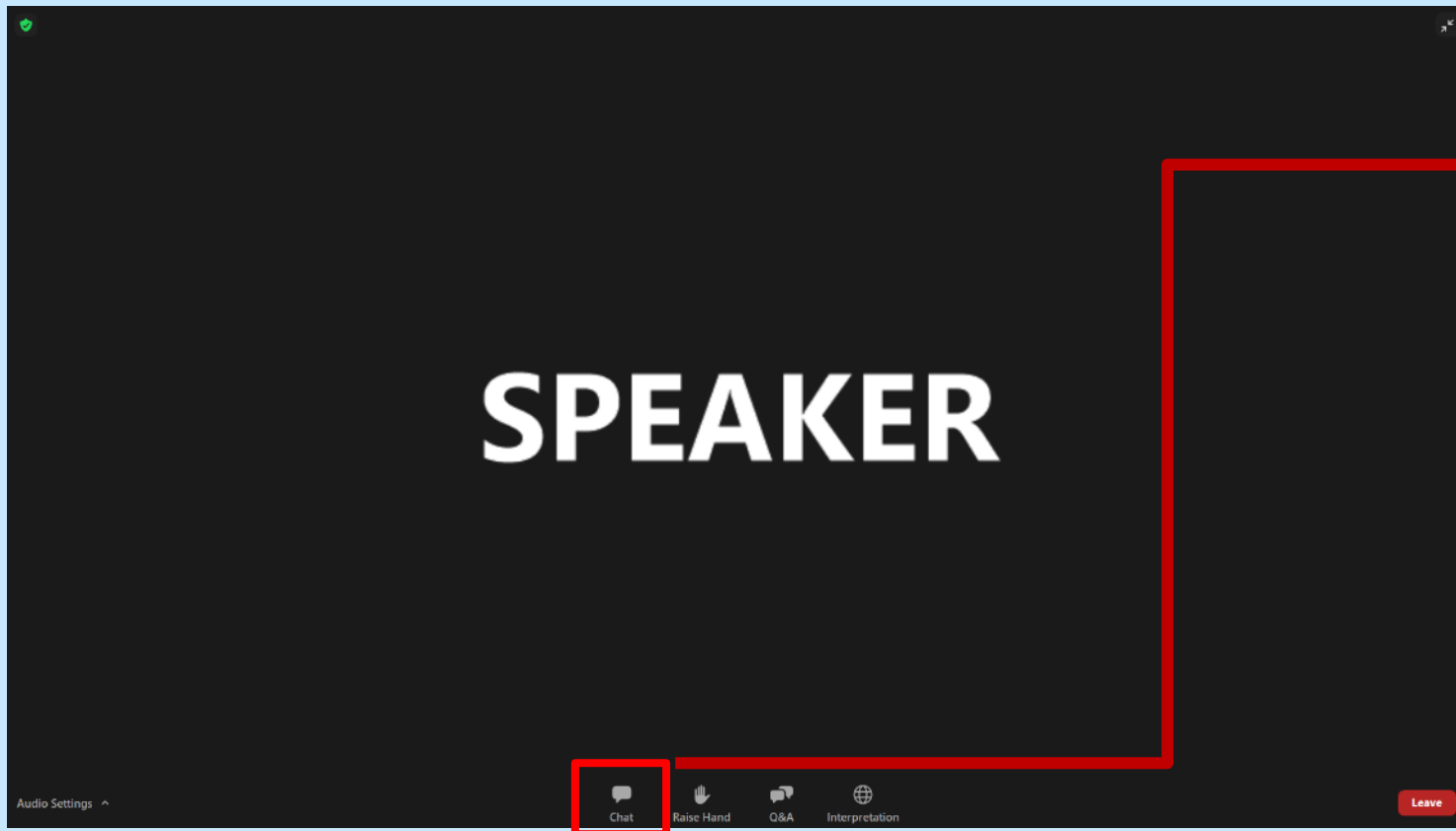


How to use Zoom // Cómo Usar Zoom



Please select your language of choice (you must select one option)
Debe seleccionar el idioma de su preferencia (Tiene que escoger un idioma)

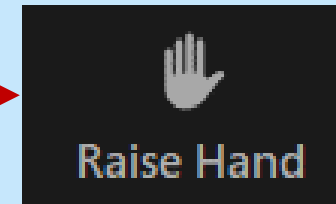
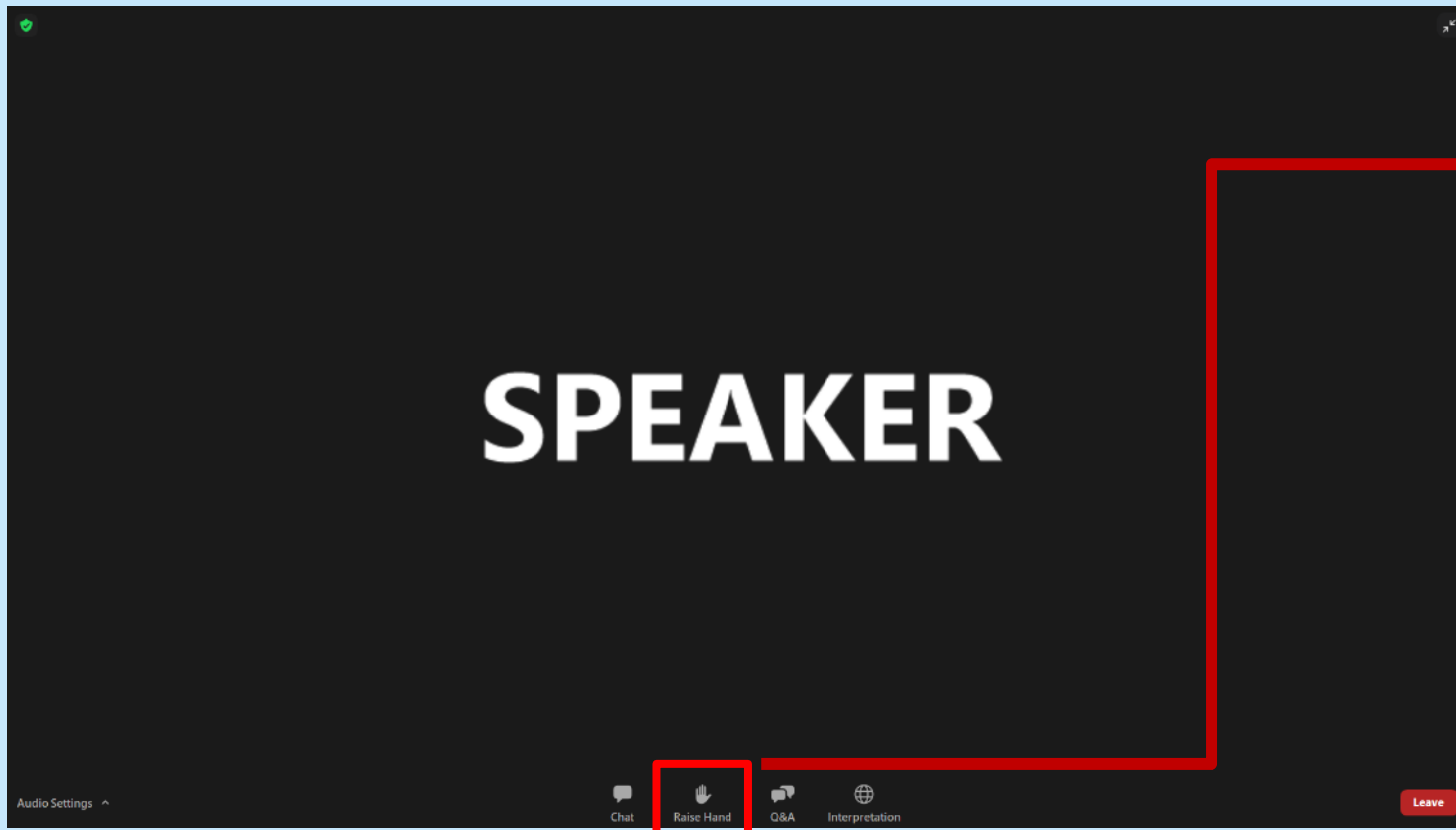
How to use Zoom // Cómo Usar Zoom



Comments and questions can be submitted through the chat window.

Los comentarios y las preguntas se pueden enviar a través de la ventana de chat.

How to use Zoom // Cómo Usar Zoom



During the discussion, if you would like to speak over the audio, please raise your hand (otherwise questions and comments can be submitted through the Chat window)

Durante el debate, si desea participar de manera oral, por favor, levante la mano (de lo contrario, las preguntas y comentarios pueden presentarse a través de la ventana de Chat)

WELCOME AND INTRODUCTIONS

AGENDA

- **Welcome and Agenda Overview**
- **Project Overview**
- **Community Discussion: The Village – Today and Tomorrow**
- **Summary and Next Steps**

PROJECT OVERVIEW

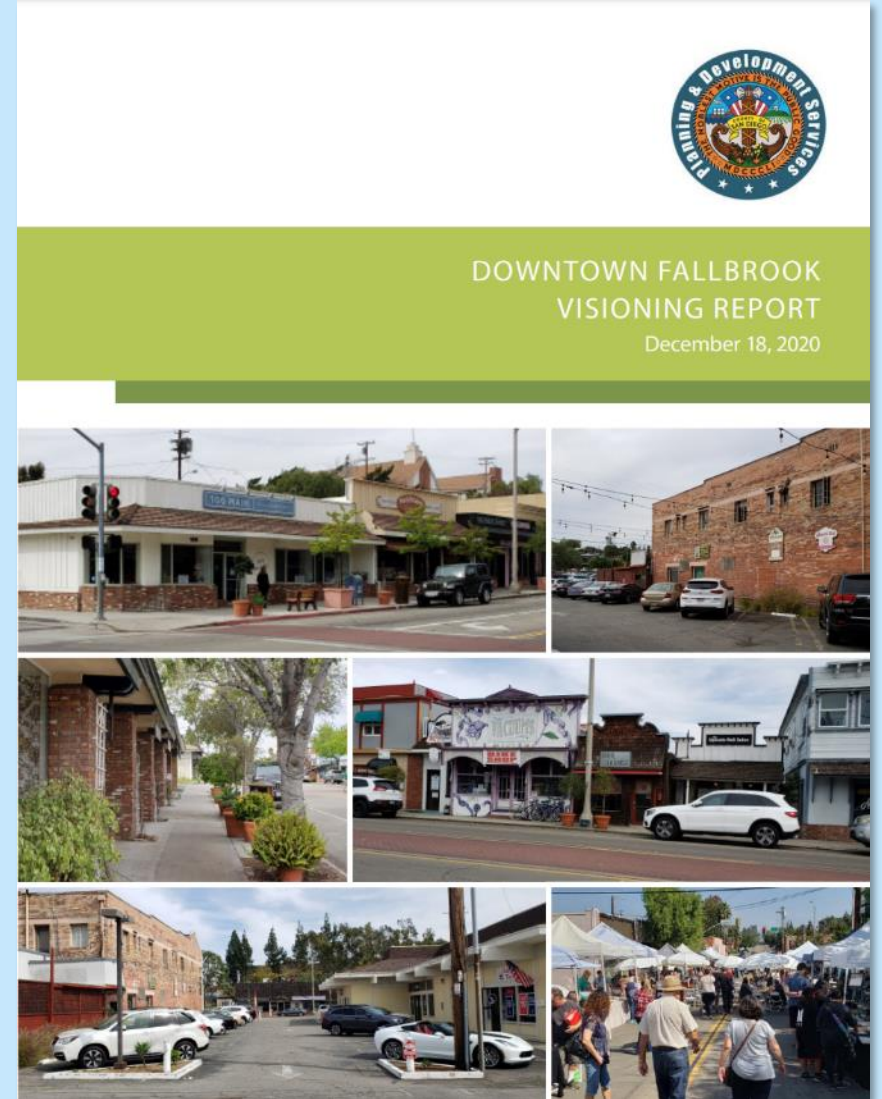
PROJECT PURPOSE

- Develop the Sub-Area Plan as a revitalization approach for a thriving, vibrant Fallbrook Village
 - Improve parking
 - Enhance mobility for everyone
 - Attract and retain people and businesses
 - Streamline development



PROJECT BACKGROUND

- **Phase 1: Visioning Report**
 - Early community engagement
 - Issues and opportunities
 - Planning options
- **Phase 2: Sub-Area Plan**
 - Land use and public facilities
 - Development regulations and guidance
 - Access and mobility



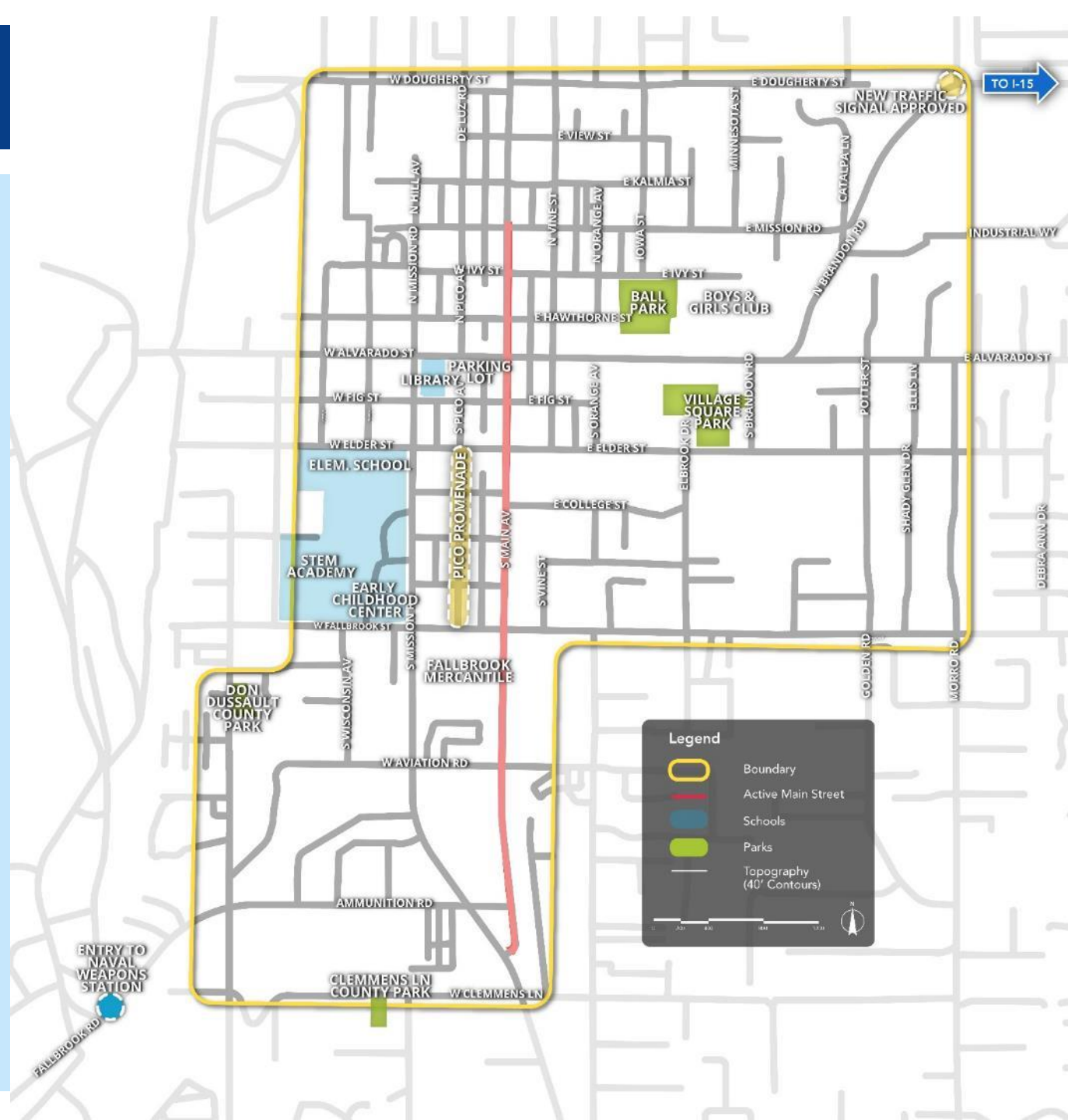
PROJECT STUDY AREA

■ Boundaries

- North: East Dougherty St./Gumtree Ln.
- East: Morro Rd.
- South: E. Fallbrook St.
- West: Summit Ave
- Southwestern area: E. Fallbrook/Old Stage Rd./W. Clemmens Ln./Alturas Rd.

■ Primary Corridors

- Main St.
- Alvarado St.
- Portions: Mission Rd and Fallbrook St.



PLANNING PROCESS – TASKS SUMMARY

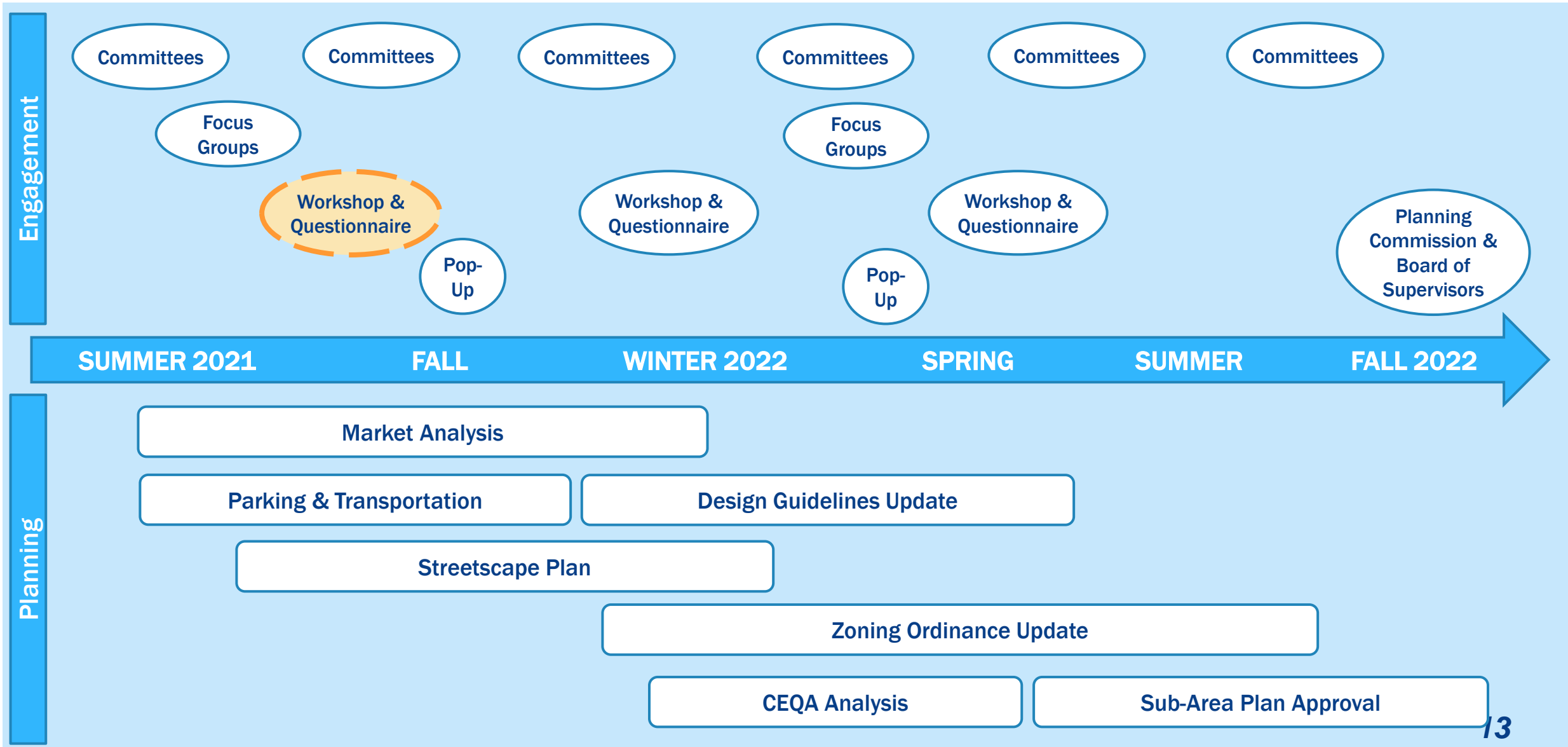
- Community Outreach and Engagement
- Market Analysis
- Parking and Transportation Analysis
- Environmental (CEQA) Analysis
- Streetscape Plan
- Zoning Ordinance Update
- Design Guidelines

COMMUNITY OUTREACH AND ENGAGEMENT

- Outreach Plan
- Infrastructure Committee
- Fallbrook Community Planning Group
- Focus Groups
- Community Meetings and Workshops
- Web-Based Questionnaires
- Pop-Up Activities



PROJECT SCHEDULE



PROJECT OVERVIEW: QUESTIONS & ANSWERS

**COMMUNITY DISCUSSION:
THE VILLAGE – TODAY & TOMORROW**

Early Community Engagement



INITIAL VISION

- A vibrant and active destination and place
- An expanded mix of businesses and reasons to visit the Village
- Improved mobility and accessibility for everyone
- Enhanced character and beauty of streets, public spaces and buildings
- Simple processes to improve the community: public and private projects

COMMUNITY DISCUSSION: VISION AND CHARACTER

When you think of a "revitalized" Downtown Fallbrook in 2-to-10 years, what would it look and feel like?

What would be the same or different?

How would you describe the character of Downtown?

What parts of that character are important to preserve?

What parts do you see as new or enhanced?

EARLY ENGAGEMENT: KEY FINDINGS (1/3)

- Develop mixed-use projects in the downtown area
- Improve the efficiency of processes for developing housing in the downtown area
- Provide incentives to attract desirable businesses and encourage building rehabilitation
- Educate local businesses on best practices for being successful and sustainable

EARLY ENGAGEMENT: KEY FINDINGS (2/3)

- Explore ways to improve parking capacity by adding new parking
- Increase flexibility of parking policies and requirements

EARLY ENGAGEMENT: KEY FINDINGS (3/3)

- Promote businesses that service both residents and tourists
- Expand tourism in the downtown area
- Increase supports provided to local nonprofit organizations

ISSUES & OPPORTUNITIES

Topic	Issues	Opportunities
Parking Quantity and Regulations	Parking Supply and Location; parking regulations perceived excessive	Improve parking availability and reduce parking regulations
Traffic Congestion and Speed	Backup traffic; motorist speeding; pedestrian & bicycle safety (e.g. Main Avenue)	Improve traffic flow; reduce speeds; improve pedestrian and bicycle safety
Land Use – Housing, Retail, Industrial and Commercial	Lack of housing in village center; retail mix and vacancies; loss and co-location with commercial and industrial uses	Increase residents and visitors; retain and attract high-quality thriving shops; increase opportunities for offices / professional services
Fallbrook Design Guidelines	Outdated guidelines (prepared 1989)	Update design guidelines to be graphic and user-friendly
Development Permits	Inefficient process for housing permits	Reduce cost and timelines for development permits



Existing
Conditions



Sidewalk width



Sidewalk width



Paving



Paving



Connectivity



Connectivity



Connectivity



Site
furnishings



Site furnishings



Opportunities



**DEDICATED TO
THE MINERS OF OUR AREA**

Mine cars like this one from California's gold country were used to bring ore out of the gem mines of northern San Diego County.

Donated by Ed Bancroft, 2005

Public art



Public art



SANTA FE CROSSING MAIN

Public art



Public art



*Community history and
character*



Community history and
character



Open space



Open space



Open space



Open space



Flexible spaces

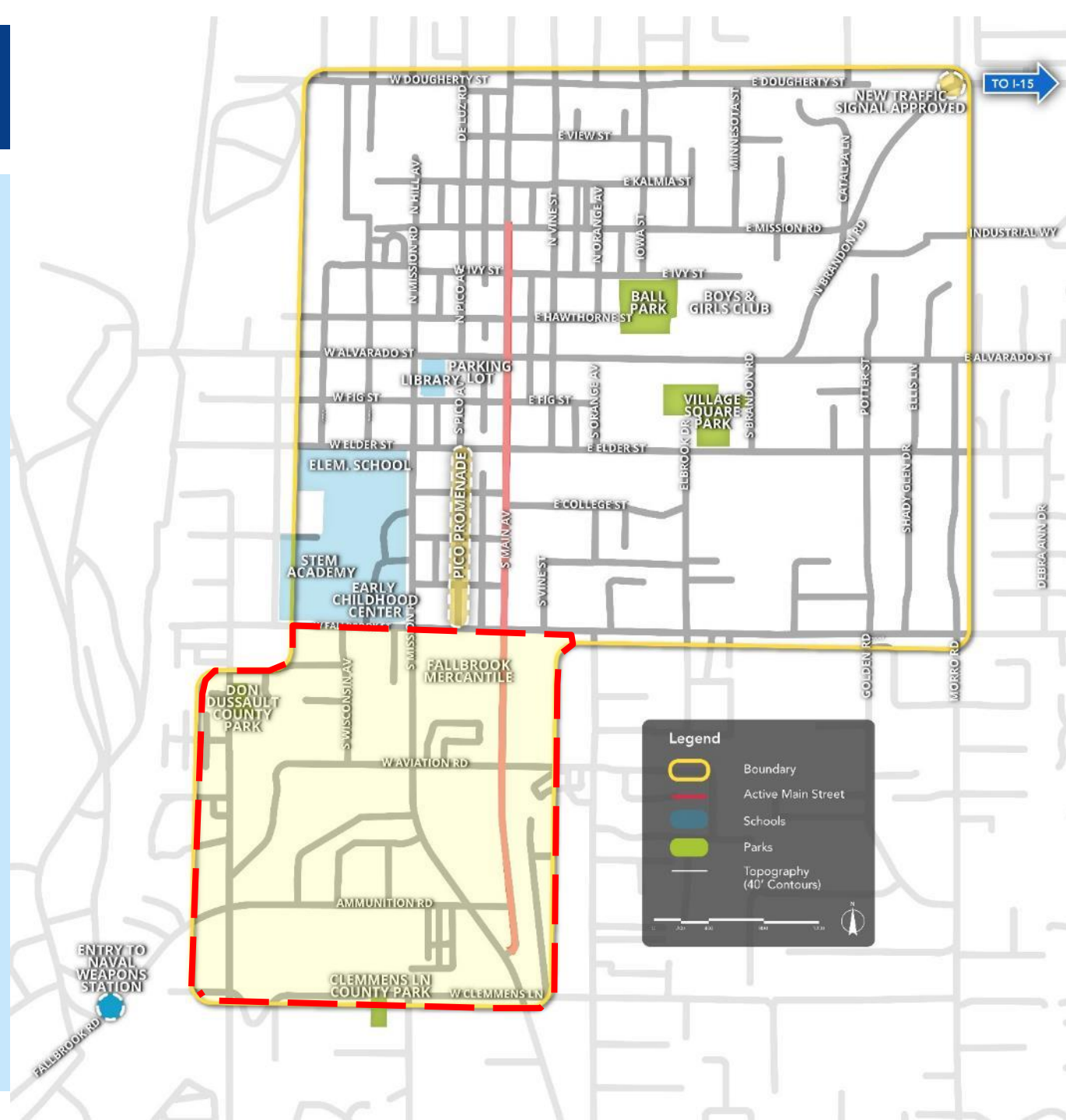


Flexible spaces

POTENTIAL IMPROVEMENTS

For this section of the village, what are priority improvements?

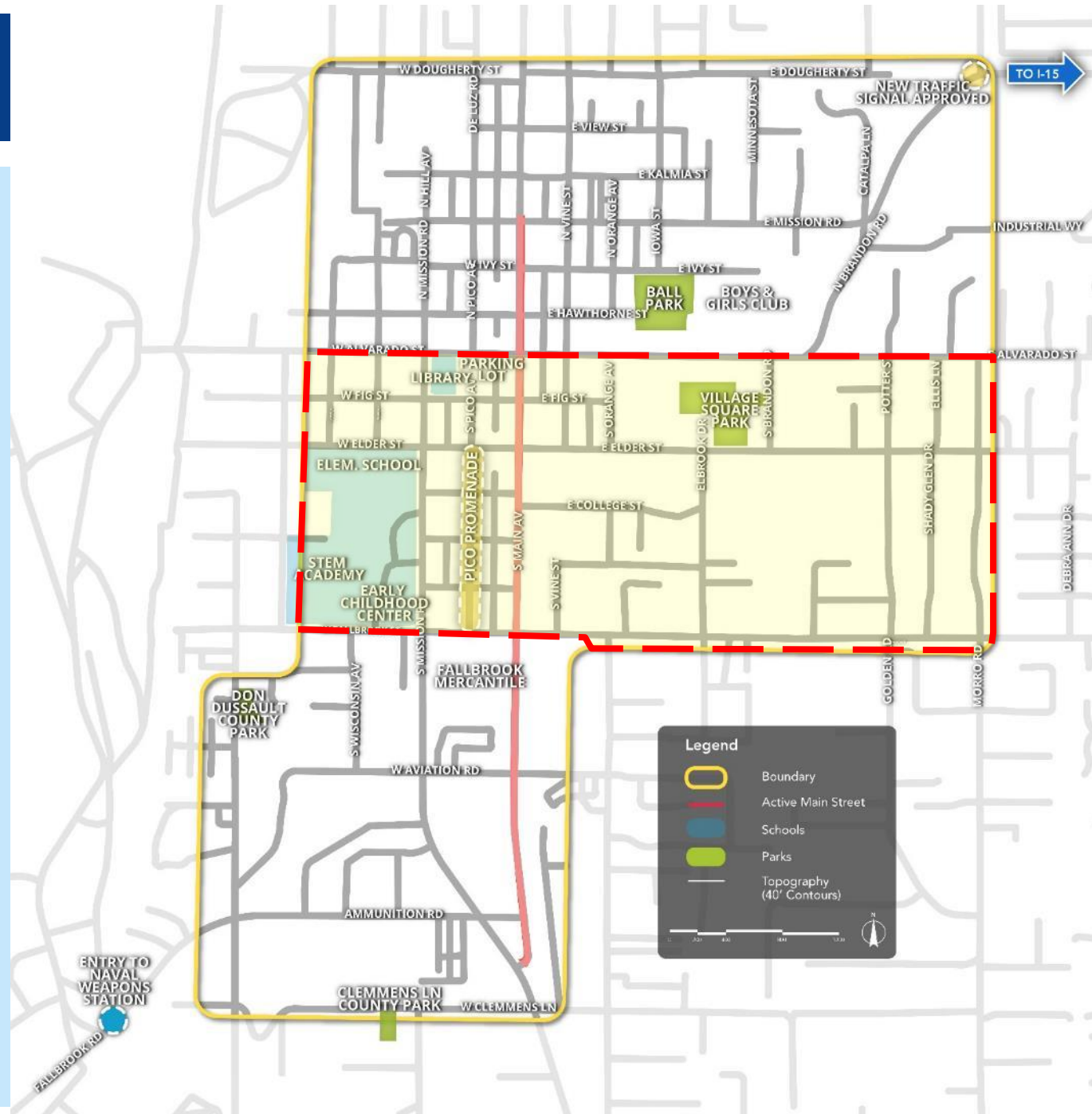
- Sidewalks
- Trees and greenery
- Pedestrian crossings
- Places to sit
- Bicycle facilities
- Public art
- Celebrate history
- Open spaces
- Mixed uses
- Flexible spaces
- Other



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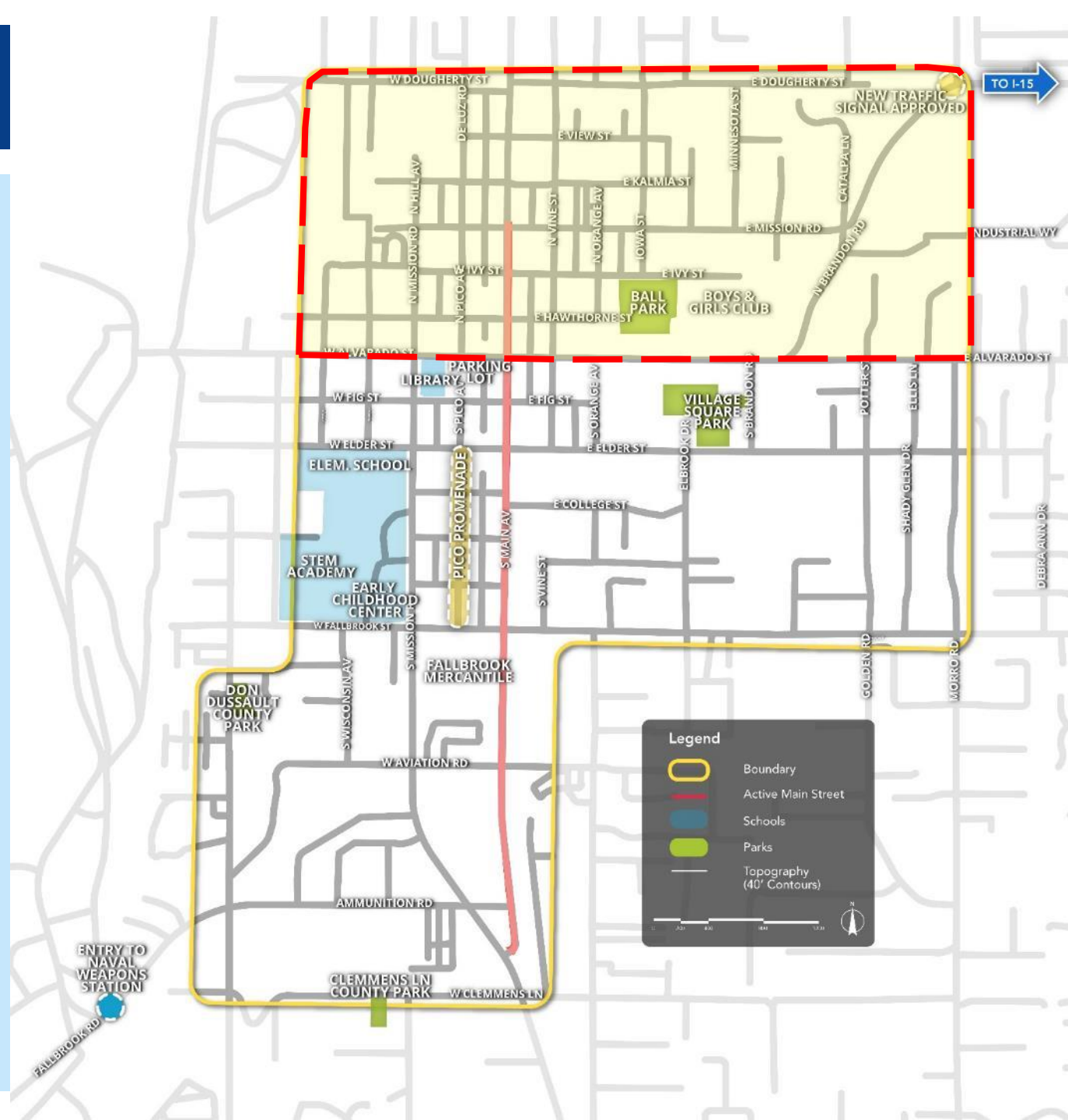
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COMMUNITY DISCUSSION: ISSUES AND OPPORTUNITIES

When we describe the "uses" in Downtown, we refer to retail, residential, industrial, and other uses.

What types of uses in today's Downtown are important to maintain?
What are new uses that would be beneficial?

"Amenities" are a range of features that make public spaces useful, accessible, or beautiful.

Are there new amenities that you believe are important to Downtown's future?

What would be important to attracting new businesses and customers.

COMMUNITY DISCUSSION: ISSUES AND OPPORTUNITIES

What are barriers to getting to Downtown either for you or others (e.g., family, friends, customers)? How do you get to Downtown? What influences your decision?

While many drive to and from Downtown, what could be done to improve other mobility options such as walking, biking or other? Who do you think would use those options?

COMMUNITY DISCUSSION: ISSUES AND OPPORTUNITIES

What are your experiences with parking in different areas of Downtown? What works well, and what needs improvement?

Are there private/off-street parking areas that are known/believed to be used by Downtown patrons and other destinations?

COMMUNITY OUTREACH

What groups or organizations would be helpful in getting the word out about this project?

SUMMARY AND NEXT STEPS

NEXT STEPS

- Community Questionnaire
- Infrastructure Committee and Community Planning Group
- Outreach Activities
- Community Workshop #2 (Winter)

STAY IN TOUCH

Timothy Vertino

Land Use /
Environmental
Planner

Timothy.Vertino@
sdcountry.ca.gov

The screenshot shows the 'Planning & Development Services' website for the 'Fallbrook Sub-Area Plan'. The page features a navigation bar with links to 'MENU', 'ADVANCE PLANNING', 'BUILDING', 'CODE COMPLIANCE', 'LAND DEVELOPMENT', and 'PROJECT PLANNING'. The main content area includes the project title, contact information for Timothy Vertino, and a list of documents. A large orange arrow with the text 'CLICK HERE' points to the email address. The right sidebar contains a language selection dropdown and a Google Translate notice. The bottom of the page shows a section for 'Upcoming Public Meetings' and the official seal of the Planning & Development Services department.

Planning & Development Services

ENHANCED BY Google

MENU ▾ ADVANCE PLANNING BUILDING CODE COMPLIANCE LAND DEVELOPMENT PROJECT PLANNING

Fallbrook Sub-Area Plan

Project Contact: Timothy Vertino | timothy.vertino@sdcounty.ca.gov | (619) 510-2542

To sign up for projects updates on the project, please [Click Here](#).

Fallbrook Documents

- [Visioning Report \(Phase 1\)](#)
- [Village Zoning Regulations](#)
- [Design Guidelines](#)
- [Design Review Checklist](#)

Upcoming Public Meetings

Select Language ▾
Powered by Google Translate

Select a language using the Google™ Translate feature above to change the text on this site into other languages. *We cannot guarantee the accuracy of any information translated through Google™ Translate. This translation feature is offered as an additional resource for information.

Planning & Development Services
SANDIEGO COUNTY

www.sandiegocounty.gov/content/sdc/pds/advance/fallbrookrevitalization.html

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